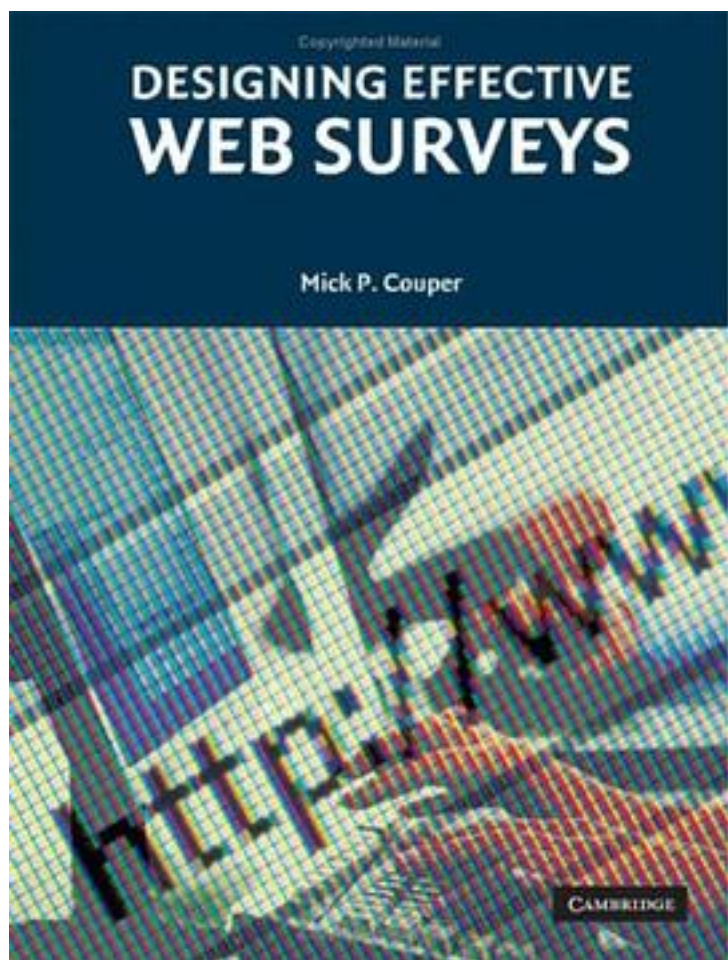


Designing Effective Web Surveys



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Designing Effective Web Surveys is a practical guide to designing web surveys, based on empirical evidence and grounded in scientific research and theory. It is designed to guide survey practitioners in the art and science of developing and deploying

successful web surveys. The author guides the researcher through the steps involved, from the basic building blocks and suggests ways to increase visual impact and interactivity. Throughout, he considers the importance of layout and design, and attention is also given to the way questions are put together. The book is intended for academic, government, and market researchers who design and conduct web surveys.

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